WHAT WE CLAIM IS:

1. A method for processing an analog video signal that represents a work for which rights information is asserted, the signal including

a rights assertion mark (RAM) in the video portion of the signal within the visible picture such that capture of the picture will include the mark, and

copy control information (CCI) bits in the vertical blanking interval of the signal for representing copying and redistribution rules;

comprising the steps of:

determining if the RAM and CCI bits are present in the work,

if the RAM is present and the CCI bits are present, then applying the copying and redistribution rules represented by the CCI bits, and

if the RAM is present but the CCI bits are not, then applying the most restrictive copying and redistribution rules that can be represented by the CCI bits.

2. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 1 wherein the CCI bits are represented as CGMS-A information, the most restrictive copying rule is "copy never", and the most restrictive redistribution rule is "no redistribution."

3. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 2 wherein the RAM is represented by VEIL modulation of the video signal.

4. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 3 wherein the video signal further includes secondary copy control information (SCCI) that conforms with the CCI bits, and if the RAM and SCCI bits are present but the CCI bits are not, then the copying and redistribution rules represented by the SCCI bits are applied.

5. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 4 wherein the SCCI bits are in the form of a watermark in the audio portion of the analog video signal.

6. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 4 wherein the SCCI bits are in the form of a digital signature in the vertical blanking interval of the analog video signal, where the digital signature is a function of the CCI bits and selected pixels of the visible picture of the work.

7. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 1 wherein the RAM is represented by VEIL modulation of the video signal.

8. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 1 wherein the video signal further includes secondary copy control information (SCCI) that conforms with the CCI bits, and if the RAM and SCCI bits are present but the CCI bits are not, then applying the copying and redistribution rules represented by the SCCI bits.

9. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 8 wherein the SCCI bits are in the form of a watermark in the audio portion of the work.

10. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 8 wherein the SCCI bits are in the form of a digital signature in the vertical blanking interval of the analog video signal, where the digital signature is a function of the CCI bits and selected pixels of the visible picture of the work.

11. A method for asserting and identifying rights information in a work represented by an analog video signal, comprising the steps of:

inserting a rights assertion mark (RAM) in the video portion of the signal within the visible picture such that capture of the picture will include the mark, and

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inserting copy control information (CCI) bits in the vertical blanking interval of the signal for representing copying and redistribution rules,

where the signal is to be processed by a device that operates on it as follows:

(i) if the RAM is present and the CCI bits are present, then the copying and redistribution rules represented by the CCI bits are applied, and

(ii) if the RAM is present but the CCI bits are not, then the most restrictive copying and redistribution rules that can be represented by the CCI bits are applied.

12. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 11 wherein the CCI bits are represented as CGMS-A information, the most restrictive copying rule is "copy never", and the most restrictive redistribution rule is "no redistribution."

13. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 11 wherein the RAM is represented by VEIL modulation of the video signal.

14. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 13 further including the step of inserting in the signal secondary copy control information (SCCI) that conforms with the CCI bits.

15. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 14 wherein the SCCI bits are in the form of a watermark in the audio portion of the work.

16. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 14 wherein the SCCI bits are in the form of a digital signature in the vertical blanking interval of the analog video signal, where the digital signature is a function of the CCI bits and selected pixels of the visible portion of the work.

17. A method for processing an analog video signal that represents a work for which rights information is asserted, the signal including

a rights assertion mark (RAM) in the video portion of the signal within the visible picture such that capture of the picture will include the mark, and

copy control information (CCI) bits for representing copying rules;

comprising the steps of:

determining if the RAM and CCI bits are present in the work,

if the RAM is present and the CCI bits are present, then applying the copying rules represented by the CCI bits, and

if the RAM is present but the CCI bits are not, then applying default copying rules.

18. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 17 wherein the CCI bits are represented as CGMS-A information in the vertical blanking interval of the analog video signal.

19. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 17 wherein the RAM is represented by VEIL modulation of the video signal.

20. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 19 wherein the video signal further includes secondary copy control information (SCCI) that conforms with the CCI bits, and if the RAM and SCCI bits are present but the CCI bits are not, then the copying and redistribution rules represented by the SCCI bits are applied.

21. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 20 wherein the SCCI bits are in the form of a watermark in the audio portion of the work.

22. A method for processing an analog video signal that represents a work for which rights information is asserted in accordance with claim 20 wherein the SCCI bits are in the form of a digital signature in the vertical blanking interval of the analog video signal, where the digital signature is a function of the CCI bits and selected pixels of the visible picture portion of the work.

23. A method for asserting and identifying rights information in a work represented by an analog video signal, comprising the steps of:

inserting a rights assertion mark (RAM) in the video portion of the signal within the visible picture such that capture of the picture will include the mark, and

inserting copy control information (CCI) bits in the signal for representing copying rules,

where the signal is to be processed by a device that operates on it as follows:

(i) if the RAM is present and the CCI bits are present, then the copying rules represented by the CCI bits are applied, and

(ii) if the RAM is present but the CCI bits are not, then default copying rules are applied.

24. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 23 wherein the CCI bits are represented as CGMS-A information.

25. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 23 wherein the RAM is represented by VEIL modulation of the video signal.

26. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 23 further including the step of inserting in the signal secondary copy control information (SCCI) that conforms with the CCI bits.

27. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 26 wherein the SCCI bits are in the form of a watermark in the audio portion of the work.

28. A method for asserting and identifying rights information in a work represented by an analog video signal in accordance with claim 26 wherein the SCCI bits are in the form of a digital signature in the vertical blanking interval of the analog video signal, where the digital signature is a function of the CCI bits and selected pixels of the visible picture portion of the work.